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## Ringier Axel Springer Slovakia launches millennial service noizz.sk / After the success of NOIZZ in Poland, the brand is being rolled out in the Slovakian market

Zurich (ots) -

On June 9, 2016, noizz.sk, the online service dedicated to millennials and created by Ringier Axel Springer, was introduced to the Slovakian market. The service was first launched in Poland in November 2015 ([www.noizz.pl](http://www.noizz.pl)) and today reaches 3 million real users per month. (May 2016, Gemius Megapanel)

Noizz.sk targets users that belong to the generation of millennials, also known as Generation Y or the Net Generation, who grew up in a digitized and socially networked world. The service covers a very broad range of topics, including news, entertainment, celebrities, society, and lifestyle. The multimedia content is shared mainly via social media. The editorial team is made up of millennials. Editor-in-chief of the Slovakian version is Peter Habara who, in addition to this new role, will continue to be responsible for video production at Aktuality.sk, the second largest news website in Slovakia belonging to Ringier Axel Springer.

Milan Dubec, CEO at Ringier Axel Springer Slovakia: "Noizz.sk is an excellent addition to our portfolio and we are very happy that Slovakia is the second market after Poland to launch the NOIZZ service. Our service is not only tailor-made to the demands of the millennials, but also offers our business clients the opportunity to reach out to them in an unprecedented way on the Slovakian market. This generation cannot only be reached through display advertising, but primarily through native advertising"

Jovan Protic, Digital Publishing Director at Ringier Axel Springer Media AG: "NOIZZ aspires to be the voice of the millennials. We had very good results with the brand in Poland where we reach 3 million real users per month today. This shows the enormous potential for us as digital publishers. NOIZZ is a pioneer in social video formats in Poland. We generated 5 million video views in April with our new video formats called NOIZZ raport and NOIZZ food. The teams in Poland and Slovakia will collaborate on exchanging this kind of high-quality video and written content. We are planning to roll out the brand to our other markets as well."

### About Ringier Axel Springer Media AG

Ringier Axel Springer Media AG was founded in 2010 by the Swiss Ringier AG and the German Axel Springer SE and bundles the activities of both shareholders in Central and Eastern Europe. The company operates in the growth markets of Poland, Hungary, Serbia and Slovakia with a broad range of media services, comprising more than 160 digital and print offerings. The company's registered offices are in Zurich and it employs a total of about 3000 employees.

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